

## Sometimes Getting 'Caught' Is a Good Thing

You've probably seen the posters. Maybe you've even seen one of the commercials on TV. If you haven't, more than likely you will soon, as KDHE officially launched its "Get Caught Recycling" campaign during a news conference on Nov. 21.

The public awareness campaign uses posters, print ads and commercials featuring prominent Kansans "caught in the act" to promote recycling as a way to improve the environment in Kansas. The initial series of promotional material feature former Kansas Gov. Mike Hayden; veteran broadcaster Bill Kurtis; nationally known crop artist Stan Herd; and former basketball All-Americans Kendra Wecker from Kansas State and Wayne Simien from the University of Kansas.



Local heroes from several communities across the state will also be featured in the campaign. The print ads and TV commercials debuted on Nov. 22 and ran through the Thanksgiving holiday weekend. The campaign will resume in January 2006 with additional Kansans to be featured.

KDHE Secretary Roderick L. Bremby was featured in the initial posters that began appearing around the Curtis Building in the fall of 2005. "We're grateful to every Kansan who recycles in our state, and we're excited to see the potential this campaign has for making recycling a habit for all of us," said Bremby. "Recycling helps keep material from filling our landfills and offers a new life or purpose to these unwanted items."

Plans for 2006 call for the campaign to include more local efforts where KDHE will encourage local officials to promote their own recycling heroes. Working through its statewide network of recycling organizations, KDHE will create additional posters to promote these local recycling heroes in Kansas communities.

"Each year Kansans recycle and compost 710 thousand tons of material, enough to completely fill approximately four large football stadiums," said KDHE Division of Environment Director Ron Hammerschmidt. "If each of us would do a little more, the improvement to our environment would be tremendous."

KDHE staff performed all the creative phases of the campaign, including creating the posters and TV commercials. A small group, whose daily duties usually involve public education, technical training and various technical support duties, handled script writing, storyboarding, video direction and shooting, video editing, still photography and graphic design. This collaboration saved KDHE thousands of dollars on production costs and allowed the agency to purchase more advertising time and space.

To learn more about recycling opportunities, watch the "Get Caught Recycling" videos and see who will be featured next in 2006 by visiting [www.getcaughtrecycling.org](http://www.getcaughtrecycling.org).